

Northeast Ohio
Regional
Library System



School | Public | Academic | Special
Maximizing Library Potential Together
www.neo-rls.org

NEO-RLS Advisory Groups

Betsy Lantz, Executive Director

Debbie Blair, Fiscal Officer

Advisory Group Meetings

- Advisory Groups meet per a pre-arranged schedule for the year
- Advisory Group meetings are held throughout the year at the convenience of the Chair, members and NEO-RLS staff
- Advisory Group meetings last 1-1.5 hours with the exception of the CE Advisory Group
- Most Advisory Groups meet two times per year

Advisory Group Meetings

- Additional Advisory Group meetings may be called as needed
- Advisory Groups may meet virtually
- Agendas and packets are sent out to Chair for approval two weeks in advance
- Packets are sent to members one week in advance
- Minutes for Advisory Group meetings are kept
- Recommendations from an Advisory Group will be forwarded to the Executive Director who will take to the Board or forward to the appropriate Standing Committee for further action

- As an Advisory Group Member
 - Regular Advisory Group attendance and participation
 - Note meeting dates on calendar
 - Review packet in advance of meeting
 - Let Chair know if unable to attend
 - Ask questions and provide input

Your Leadership Responsibilities

LEADERSHIP

- As an Advisory Group Chair
 - Meet with Executive Director prior to first meeting
 - Reach out to your Advisory Group members
 - Review packet in advance and note questions, changes needed
 - Assign someone to take minutes
 - Take recommendations to Executive Director
 - Serve as a bridge (Past Chair) to the next Chair

Your Leadership Responsibilities

LEADERSHIP

Marketing/PR

The Marketing/PR Advisory Group serves as a resource to the Executive Director in the areas of marketing and public relations by examining the objectives and baseline analytics for NEO-RLS marketing efforts and making recommendations for Marketing/PR strategy and effective message content and delivery.

Work in 2021-2022 includes:

- Website audit for accessibility
- Creation of marketing campaign for e-tech kits for schools
- Review of newsletter

- Actively recruit volunteers
- Create and maintain rosters
- Set up distribution lists and SharePoint sites
- Schedule and attend meetings
- Connect new Chairs with past Chairs
- Meet with Chairs individually as needed

NEO-RLS Staff Responsibilities

- Alert Chairs to potential issues/ideas for discussion
- Prepare recommendations for review and consideration
- Prepare agendas and packet information
- Distribute packets in a timely manner to Chairs and then to members after approval
- Provide relevant information as requested (e.g. analytics, financial reports, etc.)
- Maintain minutes as needed
- Follow up with creation and/or revision of deliverables

NEO-RLS Staff Responsibilities